

The new *Coast4U Quarterly* will bring you updates, information, and education about what is happening in the California Coastal Commission's Public Education Program. The newsletter will feature regular updates on ongoing Public Education projects, special features and information about current issues in California's coast and watersheds, and as many pictures as we can fit! Look forward to future issues, which will highlight a variety of efforts -- both within the Coastal Commission and outside the organization -- dedicated to protecting and enhancing our shared marine resources.



California Coastal Commission Announces the "58 for 58" Campaign

On Saturday, September 18th, 2004, we will celebrate the 20th Anniversary of California Coastal Cleanup Day. In recognition of this milestone, the Coastal Commission is working to broaden the scope of the Cleanup in order to include volunteers from every county in the state -- both coastal and inland areas. To that end, the Coastal Commission has launched the "58 for 58" campaign, designed to recruit volunteers and leadership in each of California's 58 counties over the next 58 days for this September's Coastal Cleanup Day.

Coastal Cleanup Day is billed as "the country's largest volunteer event dedicated to the marine environment." Taking place over a three-hour span on the same day every year -- the third Saturday of September -- the Cleanup has gained a prominent spot on California's volunteer calendar, and expands into new areas virtually every year. In September of 2003, 47,817 people turned out in 41 of the state's counties to help remove almost 700,000 pounds of debris. As these numbers indicate, Coastal Cleanup Day long ago outgrew its "coastal" moniker.

"We've been cleaning up inland areas for almost as long as we've been organizing Coastal Cleanup Day," said Eben Schwartz, Statewide Outreach Coordinator for the California Coastal Commission. "The data we've collected during the event over the years has shown that most of the trash we pick up starts in our inland and urban areas. So why not go straight to the source and stop that trash where it starts?"

Over the next 58 days, the Coastal Commission's Public Education Program, which coordinates the statewide event, will

(Continued on Page 2)

Reducing Plastics in Urban Runoff

The Coastal Commission has recently become a partner in a new program, "Assessing and Reducing Sources of Plastic in Urban Runoff," designed to address the growing problem of plastic debris in our marine environment. The Project is a two-year program funded by a Proposition 13 grant from the State Water Resources Control Board (SWRCB) to the Algalita Marine Research Foundation (AMRF).

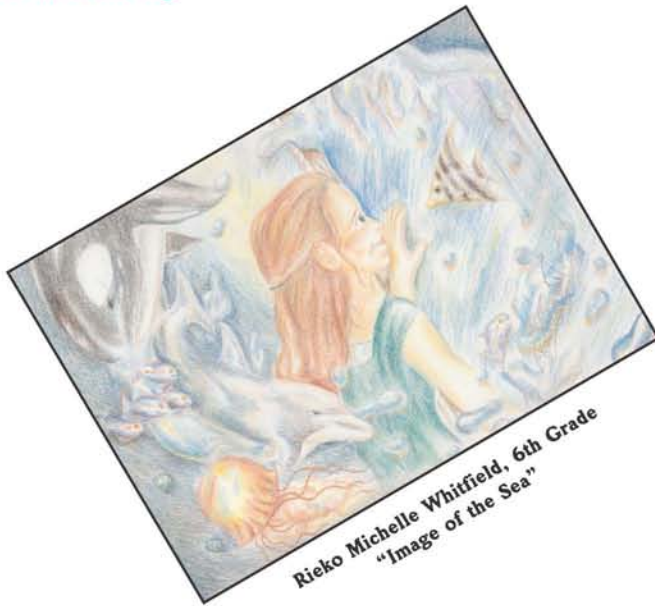
The project stemmed from the conjunction of concerns between Captain Charles Moore of AMRF, who has been studying the abundance of plastics in the Pacific Ocean, and the Coastal Commission's Public Education program, which recognizes plastic as the primary form of beach debris collected during Coastal Cleanup Day each year (60 percent of the number of items collected are plastic). Since 80-85 percent of the plastic in the ocean comes from land-based sources, primarily urban run-off, we were interested in knowing more about the sources of plastic in urban run-off. AMRF had previously identified plastic production pellets -- the small pellets of plastic (you can find them inside bean bag chairs and inexpensive stuffed animals) out of which all other plastics are formed -- as the most prevalent source of plastic debris on beaches in Orange County.

Recent studies conducted by the Southern California Coastal Water Quality Research Project show that sources of plastics discharged in urban parts of Southern California from rivers to coastal waters include the plastics manufacturing industry, retail and food and beverage operations, fishing and boating, and consumers. Consumer behaviors, such as littering, and poor house-keeping practices from industry and commercial facilities are big factors in how plastics end up in rivers, on beaches, and in the ocean. Another factor is the vast proliferation of the use of plastics in our society. Plastic has increasingly replaced other materials in packaging and product manufacturing.

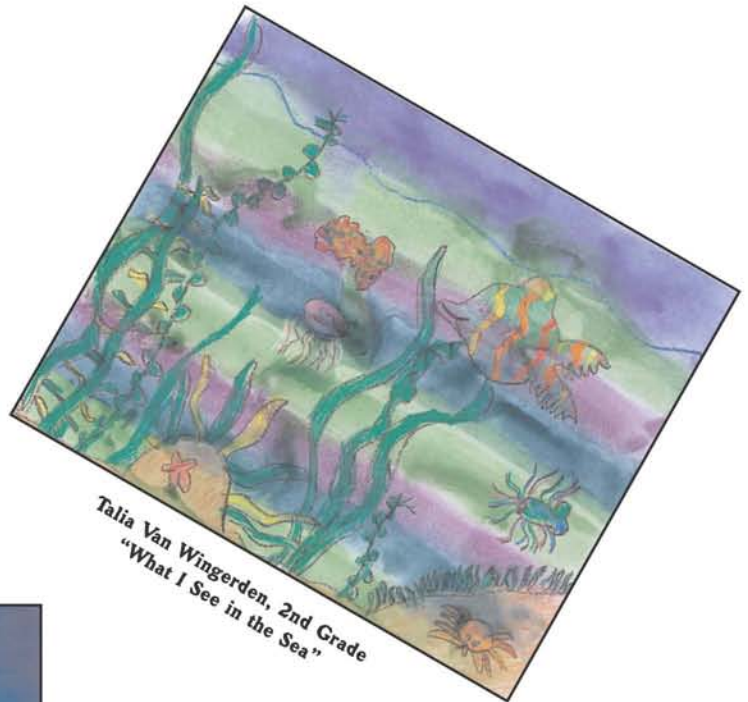
Nationally, the plastics waste stream increased from 390,000 tons in 1960 to 23 million tons in 1999. Since plastics are buoyant, an increasing load of plastic debris is being dispersed over great distances in our oceans, and when they finally settle in sediments, they may persist for centuries. A recent review of the studies of plastics in the marine environment, published by Jose G.B. Derraik in the *Marine Pollution Bulletin*, suggests that plastic

(Continued on Page 2)

The Winners are In! A sampling of the winning entries of the 2004 Art and Poetry Contest can be seen below. The talented schoolchildren who created these works will receive a \$100 gift certificate, and their teachers will receive a \$40 gift certificate to Acorn Naturalists. To see all of this year's winners and Honorable Mentions, and to get information about the 2005 contest, visit our website at www.coast4u.org.



Rieko Michelle Whitfield, 6th Grade
"Image of the Sea"



Talia Van Wingerden, 2nd Grade
"What I See in the Sea"



Lindsay Walatka, 11th Grade
"Mighty Blue"

Water

Sitting still, peacefully silent
Awakened abruptly, harsh and violent
Ripples sinking, until as before
The water is still, moving no more.

The movement is gone before your eyes,
A mirage you think, a mask, a guise
How could something so explosive and wild,
Turn back into something so tranquil and mild?

Ever transforming, ever deceiving
One minute calm, next minute heaving
Quiet like cats, loud like thunder
Full of life, beauty and wonder.

by Caroline Nattinger, 8th Grade

On the sand

I was laying on the sand
I looked up at the moon
smiled
I saw sand
blowing forcefully in the wind
I picked up a handful
it slowly drifted away

by Corwin Zelansky, 2nd Grade



Matthew Carter, 9th Grade
"Under the Sea"

be seeking to recruit coordinators from each of the counties that do not yet participate in Coastal Cleanup Day (see end of this article for a list of these counties). The County Coordinators are a diverse lot, ranging from organizations or agencies with a specific environmental mission to concerned individuals with no organizational affiliation at all. The County Coordinator is an unpaid position that receives training, supplies, and support from the Coastal Commission.

"Coastal Cleanup Day is such a massive affair that, if it were not for the partnerships we build with local governments, non-profit groups, and our volunteers, we would never be able to pull it off," Schwartz said. "We're looking for anyone and everyone who's interested in being part of this vital event this September, even if all you want to do is grab a bag and clean up at your local creek."

The Commission welcomes any private or public involvement, and will be looking to fill these volunteer positions as soon as possible. For more information, please contact Eben Schwartz at (415) 904-5210, (800) COAST-4-U, or eschwartz@coastal.ca.gov.

Counties currently unrepresented in California Coastal Cleanup Day: Amador, Colusa, Glenn, Inyo, Kern, Kings, Lassen, Mariposa, Plumas, San Benito, Sierra, Siskiyou, Stanislaus, Sutter, Tehama, Trinity, Tulare, Tuolumne.



Reducing Plastics in Urban Runoff - Continued from Page 1

marine debris affects at least 267 species worldwide, including 86 percent of all sea turtle species, 44 percent of all sea bird species, and 43 percent of marine mammal species, primarily through ingestion, starvation, suffocation and entanglement.

The AMRF/CCC Plastics in Urban Runoff Project is intended to focus attention on this issue and provide tools for the plastics industry and regulatory agencies to significantly reduce the discharges of pre-production plastic pellets and other sources of plastic in urban runoff. We will conduct monitoring of pellet and other plastics discharges in the Los Angeles and San Gabriel Rivers before and after implementing voluntary Best Management Practices (BMPs) with 10 plastics transporters and processors facilities that discharge pellets and other industrial plastic wastes to the rivers. In addition, we will be establishing a task force, organizing a conference, and developing a statewide action plan on the issue.

If you are interested in learning more about the AMRF/CCC Plastics in Urban Runoff Project, please contact Miriam Gordon in the Public Education Program at the Coastal Commission. Miriam can be reached at (415) 904-5214 or mgordon@coastal.ca.gov.

**Take the Coastal Stewardship Pledge!
Make choices that help protect and preserve the coastal environment. Take the pledge online and receive a free gift!**

For more Coastal Steward ideas, visit www.coast4u.org

COASTAL STEWARDS CORNER **Spring Cleaning Edition**

- * Donate unwanted clothes, furniture, and other items to thrift stores or charities.
- * If you have an old showerhead, purchase a new, low-flow showerhead.
- * Keep a bucket in the bathroom and kitchen for when you're waiting for the water to warm up. Collect the cold water and use it to water plants, wash the floor, or flush your toilet.
- * To clean the driveway or patio, use a broom instead of the hose; reduces dirty water flowing into storm drains and conserve as well.
- * Keep storm drains clean and clear of debris.
- * Use less toxic cleaning products such as baking soda and vinegar.
- * Properly dispose of household paints, chemicals, batteries and electronics. Never dump paint or chemicals down the sink or in gutters or storm drains. To find a hazardous waste collection facility near you, visit www.earth911.org.
- * Take your car to a carwash that recycles water. If you must wash your own car, wash it on the lawn to reduce soap runoff. The soap you use to wash your car pollutes local waterways.
- * Recycle used oil and antifreeze. Never pour it down the drain or into the street. For recycling facilities in your area, visit www.earth911.org.



Photo by Don Price

In This Issue:
 - The "58 for 58" Campaign
 - The new "Reducing Plastics in Urban Runoff Program"
 - The winners of our annual "Coastal Art and Poetry Contest"
 - And more...

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 Public Education Program
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 www.coast4u.org



California Coast Greeting Cards

These beautiful greeting cards were created with the winning photographs from the Coastal Commission's Amateur Coastal Photography Contest. Proceeds go towards the protection of California coastal resources. \$10 for a set of 12 cards.



Whale Tail License Plates

Show your support all year! Buy a Whale Tail License plate. Illustrated by the environmental artist Wyland, this plate is available to all Californians. Help support the protection, restoration, and enhancement of our spectacular coast. For an application, check the box to the right, visit ecoplates.com, call (800) COAST-4U, or contact your local DMV.

To support the Coastal Cleanup Day and Adopt-A-Beach Programs, please fill out the form below, or purchase any of the items listed to the left. Thank you for your support and your help in protecting and enhancing our coastal and aquatic environments!

Donations

Yes! I would like to support the Public Education Program with a tax-deductible contribution. Enclosed is a check for:

☐ _____ sets of greeting cards at \$10/set. I am enclosing a check for _____ total.

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$_____

More Information

☐ Send me information and an application for the Whale Tail license plate.

Please make all checks payable to CSPF/Adopt-A-Beach
 Enclose this form in an envelope and send to: Adopt-A-Beach, P.O. Box 192242, San Francisco, CA 94119